



# What's in the Fridge

## MMA CASE STUDY

### Campaign Summary

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GE launched a digital sweepstakes with a commercial containing a “hidden” code during the Super Bowl. The promotion was further supported with an integrated experience across digital and mobile touch points, including a partnership with music tagging app Shazam. The campaign increased sales volume, brand impressions, and social followers for GE.

### Strategy and Execution

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The recession, housing crisis, and entry of competitive electronic manufacturers into the appliance market had negatively affected GE shares. This increased GE's need to nurture brand loyalty and drive sales. The company used a multi-tiered ad campaign that included a Super Bowl promotion to inspire consumers to participate in a “What's in the Fridge” sweepstakes.

GE's What's in the Fridge sweepstakes offered consumers a chance to win GE appliances, with the grand prize being a full GE Café kitchen makeover. The message encouraged consumers to return each day to see what was in the fridge and play for a chance to win prizes.

GE chose to launch its consumer-facing message during Super Bowl 2012. GE leveraged a multi-screen experience throughout the football game to reach consumers, utilizing a brand message that pushed the sweepstakes promotion. In order to enter the sweepstakes, consumers had to find the unique GE code hidden within GE's advertisements. The code enabled consumers to “unlock” a fridge on the company's website to receive appliance rebates and a chance to win the GE Café kitchen makeover. The Super Bowl commercial also included a Shazam-enabled code that allowed app users to unlock additional features. Shazam is a music and video tagging service which allows app users to tag and identify trending content.

The company also integrated experiences across multiple platforms, including TV, the web, and mobile, to support the promotion. Following the football game, additional digital efforts were designed to amplify response to the commercial. The company also encouraged consumers to share the contest through their social networks to expand the GE footprint.

### Results

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GE Café sales increased 69 percent during the campaign, the largest recorded sales volume increase for a GE Café promotion. Over 875,000 consumers “unlocked the fridge,” and 14 percent of those downloaded a super rebate for the Café Line.

More than 2,000 tweets and hundreds of re-tweets drove more than one million brand impressions. Mobile drove over 386,000 clicks to the brand site. Users spent more than 14 seconds in the mobile banners. Mobile full-screen takeover experienced a tap-through rate of 7.51 percent. Over 289,000 consumers clicked on the mobile text link to enter to win, with an efficient cost per tap of \$0.18.

GE saw a 50 percent increase in GE Appliances Facebook fans and 1,064 new Twitter followers, who are now actively engaging with the brand.

## Source

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“GE What’s in the Fridge.” 2012 MMA Smarties Submission Cross-Media Integration. Brand: GE. Lead Agency: OMD.